

2022 ALL IN Campus Democracy Challenge and Voter Friendly Campus Designation Action Plan

University of North Carolina at Chapel Hill

Prepared by the Office of Student Life and Leadership – January 2022

SECTION I: EXECUTIVE SUMMARY

The 2022 ALL IN and Voter Friendly Campus Action Plan for the University of North Carolina at Chapel Hill has been developed by Natasha Young (Student Life and Leadership), Karis Price (Student Leadership Coordinator), and Jinwen Wu (Student Leadership Coordinator), with input and contributions from the Civic Engagement Working Group and Promote Democracy Initiative. The Civic Engagement Working Group (CEWG) is a coalition of student leaders across campus engaging in civic engagement work, and the Promote Democracy Initiative is composed of faculty and staff across campus advancing the Chancellor's Strategic Initiative, *Promote Democracy*, from Carolina Next. The purpose of the 2022 Action Plan is to outline and articulate plans for advancing civic engagement initiatives during the Spring 2022 North Carolina Primaries, as well as the Fall 2022 Midterm elections, to work towards overarching goals that encompass year-round voter engagement, enhancing voter education, and increasing voter turnout. Additionally, the Action Plan will outline the steps UNC intends to take in achieving Voter Friendly Campus Designation for 2023-2024. The plan will be implemented at UNC Chapel Hill, located in Chapel Hill, North Carolina. Orange County is the county UNC is located in and therefore referenced

The 2022 Action Plan has been developed for a variety of reasons: Involvement in the DemocrACCY Challenge with ALL IN and the ACC, acceptance into the Voter Friendly Campus Designation cohort, and alignment with Strategic Initiative #5 (Promote Democracy) from the UNC Strategic Plan, Carolina Next. Particularly due to the alignment with Carolina Next, this Action Plan serves a dual purpose on and off campus to guide campus leadership in establishing strategies to meet the objectives outlined in Carolina Next, and advocate for continued support and resources on campus. The action plan outlined includes initiatives from preparing for the May 2022 North Carolina Primaries and ending after the November 2022 Midterms. Therefore, the short-term duration of the plan is March 2022-January 2023. There are long term goals outlined in the plan that encompass prospective issues for the next three years (2022-2025)

The Action Plan will be implemented predominantly by leadership outlined from the Civic Engagement Working Group and Promote Democracy Initiative, which are coalitions that include faculty, staff, graduate/professional students, and undergraduate students. The Promote Democracy Initiative (chaired by Mary-Rose Papandrea, UNC School of Law Faculty) was created to advance the Chancellor's Strategic Initiative, Promote Democracy, and consists of faculty and staff across campus who work to advance civic engagement at the faculty, staff, and student level. The Civic Engagement Working Group (advised by Natasha Young, Student Life and Leadership Staff), which has some overlap in leadership to the Promote Democracy Initiative, is a coalition of student leaders and staff members who primarily advance civic engagement initiatives on a student-facing level. These two groups are typically seen as

leaders on campus with implementing the Action Plan and facilitating efforts across Student Affairs and Academic Affairs. There are a variety of student organizations, offices, and academic departments involved in civic engagement throughout UNC's campus, as we do not have a single office dedicated to civic engagement, which provides a lot of opportunity for cross-campus collaboration.

In looking towards the Fall 2022 Midterm Elections, we are excited at UNC to continue the great work being done on campus around voter engagement and outreach, resulting in 82% of eligible UNC students voting in the 2020 Presidential Election. We hope to outline specific and targeted strategies towards working with historically underrepresented voters on campus, as well as groups of students who are less likely to vote at similar rates as the campus average. Additionally, with prospects of returning to campus programming with adjusted protocols related to the COVID-19 pandemic, we look forward to finding ways to continue to be innovative in our approaches to get students excited about voting and learn from different methods of student engagement that came out of the pandemic.

SECTION II: LEADERSHIP

There are two main groups of leadership around advancing the 2022 Action Plan and civic engagement on campus: The Civic Engagement Working Group, which predominantly consists of student leaders and Student Affairs staff that are student-facing, and the Promote Democracy Initiative, which predominantly consists of faculty and staff across UNC's campus committed to civic engaged inside and outside of daily work. Individuals involved in the Promote Democracy Initiative group were identified by the Chancellor's and Provost's Offices with the intention of aligning with the UNC Strategic Initiative, Promote Democracy.

Faculty and Staff involved in the Promote Democracy group have more regular contact with Executive Leadership at UNC (Provost, Vice Chancellors, etc.), and therefore have taken on the role of advocating for institutional support on various initiatives and passing along necessary information to people in Executive Leadership. For example, the Chancellor's Commitment was submitted to the UNC Chancellor's Office, and our Promote Democracy Captain and staff in the Provost's Office have been able to facilitate follow up to ensure that the Chancellor's Commitment is signed and returned for ALL IN.

Additionally, there is overlap in membership between the CEWG and Promote Democracy Initiative to cultivate cross campus collaborations among students, faculty, and staff, as well to account for higher rates of turnover among student leaders on campus. Student Life and Leadership is the office on campus that hosts and oversees all student organizations, the Civic Engagement Working Group, and Student Government, and therefore, most initiatives coming out of SLL are related to work being done in congruence with student organizations across campus.

The Promote Democracy Initiative typically meets monthly, and the Civic Engagement Working Group meets on a bi-weekly basis, except during university holidays or breaks.

To streamline efforts around civic engagement, the Promote Democracy Initiative has identified areas where respective offices/departments around campus will take the lead on sections outlined in the ACC Democracy Challenge Card, allowing partners involved in the Promote Democracy Initiative to have a more defined understanding of how respective offices may engage in some of the initiatives outlined by ALL IN. Those lead offices for each section look like:

- **Voter Registration:** Student Life and Leadership (Includes student organization, student government association, etc)
- **Voter Outreach:** Carolina Center for Public Service, Student Life and Leadership
- **Access:** Provost's Office, University Communications,
- **Student Involvement:** Student Life and Leadership, Campus Y, Residence Hall Association
- **Voter Education:** Student Life and Leadership, Provost's Office,
- **Communication:** University Communications, Student Government, Graduate/Professional Student Government
- **Collaborations:** Civic Engagement Working Group (Student Life and Leadership), Promote Democracy Initiative (Provost's Office)
- **Alumni Outreach:** General Alumni Association* (Collaboration in progress)
- **Sustaining Engagement:** Center for Public Service, UNC School of Law, University Communications
- **National Campus Partnerships:** Provost's Office, Student Life and Leadership

This year, the Promote Democracy Initiative is hoping to establish further connections with UNC Alumni Affairs, as we have typically struggled in the realm of alumni engagement, as well as the Office of the Registrar to create more opportunities for voting information to be posted and shared out on course registration platforms. The Civic Engagement Working Group will be doing intentional outreach to student organizations that typically serve unrepresented student groups on campus, as well as Greek-letter organizations in order to advance goals around more comprehensive voter registration efforts for students on and off campus.

A list of individuals involved can be found below, and is subject to change:

Civic Engagement Working Group Leadership:

Natasha Young, Student Life and Leadership, (Staff Advisor)

Graduate Coordinator for Leadership Development, Incoming

Student Leadership Coordinators (2), Incoming

McKenzie Roller, NCPIRG

Samuel Hiner, NC People's Alliance

Nate Worley, Residence Hall Association

Hannah Garner, Residence Hall Association

Teddy Vann, Student Body President, Student Government Association

Theodore Nollert, Graduate Student President, Graduate & Professional Student Government

Celeste Kurtz, Graduate & Professional Student Government

Sarah Smith, Campus Y (Staff)

Kristen Young, University Communications (Staff)

Ryan Nilsen, Carolina Center for Public Service (Staff)

Promote Democracy Initiative

Mary-Rose Papandrea, UNC School of Law, Promote Democracy Captain (Faculty)

Amie Sigmann, Provost's Office (Staff)

Nick Sengstaken, Provost's Office (Staff)

Bobby Kunstman, Student Life and Leadership (Staff)

Brian Lackman, Student Life and Leadership (Staff)

Natasha Young, Student Life and Leadership (Staff)

Chris Clarke, Associate Professor, Political Science (Faculty)

Anita Brown-Graham, UNC School of Government (Faculty)

Jason Roberts, Professor, Political Science (Faculty)

Rick Su, Professor, UNC School of Law (Faculty)

Ryan Nilsen, Carolina Center for Public Service (Staff)

Kristen Young, University Communications (Staff)

Sarah Smith, Campus Y (Staff)

Student Leadership Coordinator, Incoming (Student)

Section III: Commitment

Commitment to the 2022 Action Plan is hosted in a few areas around UNC: Predominantly through the <https://democracy.unc.edu/> homepage for the Chancellor's Strategic Priority, *Promote Democracy*. This aspect of commitment is articulated through UNC's five-year strategic plan. Promote Democracy and <https://democracy.unc.edu/> are linked and referenced through every email/University communication related to voting and local elections. UNC's mission and values outline a commitment to public service, which is regularly referenced when communicating the importance of voter engagement.

As of now, commitment to civic engagement and intentional voter engagement tends to be predominantly communicated when an election is upcoming. Increasing the visibility of UNC's true commitment to Promote Democracy will be one of the goals expanded on throughout this action plan.

In the co-curricular spaces at UNC, commitment to civic learning and democratic engagement is embedded within the Tarheel Leadership Plan and Campus Life Experiences initiative being launched in Fall 2022. Students at UNC will be required to attend a certain number of campus events during their time at UNC, which will then be logged on their co-curricular transcripts. Events related to voter outreach, registration, education, civic engagement, and democratic learning will be included as relevant and applicable Campus Life Experiences to be accounted for on a student's co-curricular

transcript. Tracking for this will go through our student organization platform, Heel Life, which is on a Campus Labs platform. Additionally, the Tarheel Leadership Plan is a document sent out to all incoming students to UNC to outline how they can engage in leadership development while at UNC, and this year, national civic engagement holidays and timelines for elections will be included for students to gain a level of understanding the impact being civically engaged can have on their leadership development and as a part of their involvement at UNC.

Section IV: LANDSCAPE

Assessment Data:

UNC relies heavily on the NSLVE data to determine climate and potential areas for opportunity when considering goals around student engagement. UNC was extremely excited about the NSLVE data that was reported around voter turnout for the 2020 election, but of course there is always room for improvement. Large takeaways from the NSLVE report as it relates to determining campus landscape and climate include:

- UNC students are engaged and showed up to vote at significantly higher levels than previously recorded—Our focus now would be to maintain that engagement and ensure students do not feel complacent in partaking in elections since 2022 is a midterm year.
- Graduate and non-traditional aged students (30-39 years old) only had a 67% turnout rate, compared to the campus average. Historically, students in the 30-39 age group have been assumed to be more engaged in elections, however the data shows we need to make more intentional outreach to students in this age group for the 2022 midterm elections. Since students in the 30-39 age group are more likely to live off campus or commute, this may mean we make intentional efforts to collaborate with our Office of Off-Campus Student Relations and the Town of Chapel Hill to find ways to share election information in off-campus student housing units or around town.
- Computer Science and Mathematics majors voted in the lowest rates compared to campus averages and shows an opportunity for more targeted outreach to these academic departments to determine how Computer Science and Mathematics students can be encouraged to vote in the 2022 midterms. This may include things like tabling inside/outside of academic buildings where these types of classes take place and students can register to vote or learn more about upcoming elections.

Curricular:

Currently, the Promote Democracy Initiative outlines three core learning objectives and strategic initiatives, outlined on the Carolina Next website <https://carolinanext.unc.edu/promote-democracy/>, and copied below. There are no formal assessment mechanisms in place for executing these objectives, and typically serve as overarching learning objectives for campus.

Quoted from Carolina Next:

Objective 5.1: Actively engage as diverse citizens responsible for the institutions of American democracy.

Strategic Opportunities:

- *Coordinate a “Carolina Votes” initiative. Involve Faculty Governance, Employee Forum, Student Government, GPSF, Campus Y and Carolina Center for Public Service, among others, to organize educational events, voter registration and voter education. Emphasize engagement via alternative methods during the pandemic.*
- *Measure student, staff and faculty understanding of and participation in the 2020 elections*
- *Encourage and assess student, staff, and faculty participation in the 2020 Census.*
- *Provide opportunities for students to intern in, or work with, democracy-related community organizations, including electoral campaigns, social movement organizations and government offices through the Carolina Center for Public Service and the Campus Y (Partnership with Strategic Initiative 6: Benefit Society).*
- *Host (virtually or in person) debates and other opportunities for candidates for public office to engage directly with students, staff and faculty.*

Objective 5.2: *Work constructively across differences in society, starting by promoting respect and listening.*

Strategic Opportunities:

- *Provide opportunities for conversations on– and off–campus that bring students, staff and faculty into respectful dialogue with people they disagree with; facilitate campus forums to promote honest, frank discussion and dissent on major campus and public issues; build the capacity to engage constructively across differences with evidence, intellectual humility, and respect. Involve the Institute of Politics, Roosevelt Institute, College Democrats and Republicans, Black Student Movement, Campus Y, Institute for the Arts and Humanities, Philosophy, Politics & Economics, Program for Public Discourse, Southern Futures and other campus units.*
- *Develop a faculty expert response system to provide evidence-based context for visiting speakers, along with mechanisms for audience feedback, to promote greater speaker quality and audience participation (possibly link with IDEAs in Action’s General Education Curriculum’s Campus Life requirement).*
- *Develop the Communication Beyond Carolina capacity requirement in the IDEAs in Action General Education Curriculum to provide all undergraduates with strong skills in communication and listening with different audiences and publics.*
- *Conceptualize and develop the UNC Program for Public Discourse, emphasizing respectful dialogue in classes and public events.*
- *Develop a Dialogues in Global Democracy series: bring pairs of scholars, leaders or practitioners to campus for 1-2 day visiting events. They would each give public talks in which they engaged with one another’s ideas and viewpoints in public. In addition, they would spend time with groups of students and faculty thoughtfully and carefully considering the implications and synergies between their viewpoints (in partnership with Strategic Initiative 7: Globalize).*
- *Provide voluntary mentorship and training for instructors to encourage respectful, evidence-based debate and discussion across major differences in the classroom. (in partnership with the School of Law, Program for Public Discourse, Department of Communication, IDEAs in Action Ideas, Information and Inquiry courses and first-year seminars).*

Objective 5.3: *Explore how humanity’s highest purposes and potential can be realized through democracy and can help the democracy thrive.*

Strategic Opportunities

- *Develop and support a Democracy Track in the IDEAs in Action General Education Curriculum to allow students to focus on democratic competencies regardless of major.*
- *Develop and support a Global Democracy Training Program/Certificates available for graduate students across all units. (partnership with Strategic Initiative 7: Globalize)*
- *Develop and support the Center for Information, Technology and Public Life.*
- *Create a Carolina Civic Health Project to collect data about civic engagement, knowledge, opinions, and ideas in North Carolina communities (data will be available for public analysis and will also be the basis for an annual Carolina Civic Health Report published by UNC).*
- *Through the Carolina Civic Health Project, produce high quality resources, policy briefings, reports, recommendations, etc. for the state legislature, and potentially for more national forums with respect to democratic functioning.*
- *Create a Democracy Research Hub to support interdisciplinary, collaborative research on democratic governance, systems, and culture, with the goal of making Carolina the leader in research on democracy and building democracy research teams across schools and involving undergraduate and graduate students alongside faculty. (Partnership with Strategic Initiative 4: Discover; and Strategic Initiative 7: Globalize)*

As of now, these objectives are not currently embedded in mandatory curriculum within Academic Affairs, and faculty are not required to include information about voting in syllabi.

Co-Curricular:

In the 2021-2022 academic year, 60 student-run events were hosted on campus specifically related to Civic Engagement. This data is gathered from Heel Life and is self-reported by student organizations hosting the events. Events ranged from voter registration drives to candidate forums, to educational events on advocacy-based issues.

Many departments/offices that host these events include Student Life and Leadership, Campus Y, Center for Public Service, UNC School of Law, UNC School of Government, Center for Public Discourse. Student organizations also represent a large population of host organizations including NCPIRG, Student Government, and Campus Y student organizations.

Internal Barriers

While UNC has great voter turnout numbers overall, there are some internal barriers that make it difficult to advance other initiatives as it relates to voting. One of the largest barriers is navigating the political perception that talking about voter access has among executive leadership and the Board of Trustees, or requiring faculty to include voting information in curriculum or syllabi. Due to complex levels of bureaucracy and the politicization of voter access, it has been difficult to identify where to begin the conversation on including voter registration information in all class syllabi, as previous attempts for similar initiatives have often been turned down quickly. Additionally, while the Chancellor's Office has identified *Promote Democracy* as a strategic initiative for the campus overall, intentional funding has not been allocated to advancing that strategic initiative and the objectives identified. Because of this, the departments and offices involved in the Promote Democracy Initiative group have

often had to utilize their own department funding (that is typically already stretched thin) or apply for grants from other entities to secure resources for programming and such.

Another internal barrier is lack of transparency and understanding of how the academic calendar is scheduled and structured. Over the last few weeks, students from the Civic Engagement Working Group have been advocating to executive leadership to have Election Day in November classified as a Wellness Day where classes are cancelled so students can adequately engage in the community. While the students found supportive partners in the Provost's Office that were able to help them initiate this conversation with the Chancellor's Office and Registrar, the first response to the ask was that the academic calendar had already been set for 2022 and changes were not able to be made. The students have been able to continue advocating for alternative options, such as incorporating a Wellness Day during the Early Voting period in October and beginning conversations to have class cancelled on Election Day in 2023 and 2024.

While Promote Democracy has been an initiative within the Chancellor's strategic plan, there has been conversation on attempting to determine what the future of Promote Democracy may look like, and if the Promote Democracy Initiative will still continue in congruence with support from the Chancellor's Office. While most of this has been speculation, the uncertainty of the future of the Promote Democracy Initiative and the lack of financial support has created a bit of a gray area for staff and faculty involved in the initiative to determine where resources and energy should be focused in meeting the objectives outlined.

External Barriers

For the recent 2022 primaries, one of the most prominent external barriers was the primary elections being delayed multiple times due to redistricting. The primary election occurred on May 17th, 2022, which was well after commencement and after students left campus. Since early voting started on April 28th, which was the first day of finals, most initiatives were focused towards getting students to vote during the early voting period before they left campus for the summer, however, this was difficult to manage with irregular finals schedules among students. This is hopefully a unique external barrier we had to deal with just for the primary season, as the November election timeline is already in the process of being embedded into scheduling for next semester.

Resources Available

The intentional effort and commitment to cross-campus collaboration has been the largest resource available from the Promote Democracy Initiative. The individuals involved all care deeply about engaging students in the voting process, and everyone is willing to leverage their positional power to advocate for the work being done by the Promote Democracy Initiative and the Civic Engagement Working Group.

Collaborations with local and national organizations has also been a helpful resource in establishing the Action Plan and gathering information on continuing to advance civic engagement at UNC. Our most common outside partners are: You Can Vote, ALL IN, NC Campus Compact, Campus Vote Project, NASPA, and Civic Influencers.

Resources Needed

Funding has been the most evident resource identified by campus stakeholders from the Promote Democracy initiative that is needed to meet the objectives outlined in the Chancellor's Strategic Plan. From the student perspective in the Civic Engagement Working Group, many student leaders in that coalition are seeking financial resources to support their organizational initiatives as well.

Section V: GOALS, STRATEGIES & INITIATIVES

Short-term Goals and Strategies (Summer 2022-Fall 2023)

- 1) ***Voter Outreach:*** Leading into the 2022 midterm elections, a Voter Help Desk will be established within the Carolina Union.
 - a. A Voter Help Desk will be an on-site place for students to stop by anytime during operating hours (Monday-Friday 9am-6pm) within the Carolina Union to ask questions about voting, update voter registration, etc.
 - b. The goal for this would be to train Office Assistants that staff the desk in the Carolina Union on voter registration so that they are adequately equipped to answer questions and walk a student through voter registration if need-be.
 - c. An iPad or paper voter registration forms will be available at the desk, as well as a sign indicating that the desk is a Voter Help Desk.
 - d. The Voter Help Desk will be considered a supplement to larger scale voter registration drives that occur on campus—In creating this initiative, student leaders acknowledged that voter registration drives leading up to an election can often be overwhelming, and students are hesitant to submit their voter registration in the middle of the quad or Pit between classes. The Voter Help Desk allows students a space to talk about voter registration at a time that may be more convenient for them, and is potentially in a quieter, less overwhelming environment.
 - e. The Carolina Union is considered a central part of UNC's campus, and depending on the success of this initiative, may allow for opportunity in the future for Voter Help Desks to be established in other locations on campus (such as the UNC Medical Campus, South Campus, etc). Since this will essentially be a pilot program for us, the Carolina Union was selected as a location due to the proximity of the Student Life and Leadership office, as main partners in this, and high traffic levels.
 - f. For timeline purposes, the Voter Help Desk will be anticipated to be in operation throughout the entirety of the Fall 2022 semester, with the intention of making this a year-round initiative depending on the success and use rate.
 - g. Assessment: Students will be asked to "tap in" to the Voter Help Desk—Swipe their student ID on a card reader-- like they typically do at on-campus events when utilizing the Voter Help Desk so that student information and the number of students utilizing the Voter Help Desk can be tracked. If students do not have their UNC ID, their student ID number can be logged to ensure demographic information is compiled with attendance numbers.
 - h. Campus partners involved: Student Government, Graduate and Professional Student Government, Student Life and Leadership,
- 2) ***Streamline Communication about Civic Engagement:*** A "communications bank" containing social media graphics, example signs with election information, and a calendar of civic engagement related events will be created by the Civic Engagement Working Group as a

resource for students, faculty, and staff to utilize in sharing information about elections and voting, and will be available to access on the democracy.unc.edu website.

- a. An area of opportunity that arose from the Civic Engagement Working Group and Promote Democracy came from many staff and faculty being hesitant to share information about elections because frankly, they were not sure what to say and were cautious on sharing adequate information. Additionally, due to the political climate on campus (referenced above in the “barriers” section, faculty in particular can be hesitant to send out voter information to students because of the concern in being perceived as promoting partisan issues or information.
 - b. The Civic Engagement Working Group will take the lead on creating a “communications bank” of resources that can be disseminated by student organizations, faculty, staff, etc. via email, class content, or digital platforms. Information contained in these resources will be nonpartisan.
 - c. University Communications and the Office of University Counsel will be partners in this initiative as well to vet information/graphics for nonpartisanship. Kristen Young from University Communications is already heavily involved in Promote Democracy and the Civic Engagement Working Group due to her connections/liaison relationships with University Counsel and the Board of Elections
 - d. Creating centralized resources for communications will also aid in ensuring that information is being shared that meets accessibility standards for screen readers and other digital aids.
 - e. Assessment: Interactions posted on social media will be tracked via metrics in web browser analytics and secondary data analysis.
 - f. Campus partners involved: Promote Democracy Initiative Leadership, Civic Engagement Working Group, University Communications, UNC School of Government, UNC School of Law
- 3) **Training:** 50% of student organizations/student leaders hosting voter registration drives/events will be trained in conducting voter registration and nonpartisanship.
- a. When students submit a space reservation via 25Live and select the toggle option that their event will have voter registration, an automatic email will be sent to the host student/organization with a link to complete an asynchronous module on requirements for conducting voter registration in compliance with the State of North Carolina and Orange County Board of Elections.
 - b. In collaboration with our partners in Carolina Union Event Services (which oversees most of the space reservations and events on campus), completing the training will be a required action item for the event to be approved and take place.
 - c. The goal of this initiative is to ensure that every student leader or organization is well-versed and confident in accurately registering someone to vote and having the voter registration submitted in a timely manner.
 - d. In-person workshops will also be offered by the Office of Student Life and Leadership on conducting voter registration, as well as continued collaborations with You Can Vote and their Voter Empowerment Trainings.
 - e. The asynchronous module will also be marketed and available on Heel Life for any student interested in learning more about voter registration.

- f. Assessment: Pulling the results from the post-assessment Qualtrics form will be the primary method of assessing how students retained the content, and that data will be aligned with event space request.
- g. Campus partners involved: Student Life and Leadership, Carolina Center for Public Service, Student Government Association, Graduate and Professional Student Government.

Long Term Goals and Strategies (2022-2025)

- 1) Incorporate voting information into course syllabi for all courses by 2025.
 - a. Currently, the Provost's Office and representatives from the UNC School of Law, UNC School of Government, and Department of Political Science are already involved partners in the Promote Democracy Initiative and continue to push this conversation. As more focus on campus seems to be turning to civic engagement initiatives, we are hoping to leverage those partnerships and continue to advocate for creating resources that allow faculty to include information on voting in syllabi. This is absolutely a long-term goal for us, as we continue to navigate some campus politics that add a more critical perspective to how democratic engagement is talked about in the classroom.
- 2) Have a campus "wellness day" where classes are cancelled on Election Day or a date during early voting period each year.
 - a. Students from the Civic Engagement Working Group and staff from the Provost's Office have already begun this conversation, and the results will hopefully be codified into the 2023-2024 Academic Calendar. Students circulated a petition and letter of support from campus academic departments and offices (which gathered signatures from over 100 faculty members), to allocate a Campus Wellness Day into Fall 2022. As of now, progress has not been made here due to the 2022-2023 Academic Calendar being published already, so the conversation has begun to pivot to Fall 2023. The Provost's Office and Chancellor's Office have articulated support for this initiative; therefore we hope to see this change made by Fall 2023 and thoroughly established by Fall 2024 and the next presidential election.
 - b. In working to incorporate a day with no classes during Election season into the academic calendar, the Provost's and Chancellor's Offices have asked about comprehensive campus programming during these days. Student Life and Leadership have committed to partnering with student organizations (predominantly NCPiRG, Young People's Alliance, and Student Government) to provide programming related to voter education and a March to the Polls event if a day is solidified.
- 3) Increase voter turnout rate to 90%.
 - a. In looking at areas for improvement from the NSLVE report, an area of focus to increase voter turnout will be intentional outreach to Graduate and Professional Students at UNC.
 - b. Graduate and Professional Student Government have been a primary source for engaging with graduate and professional students on campus, so this relationship will continue to be expanded on, with additional partnerships established with the Diversity and Student Success program within the Graduate Student Center.

- c. Students in Computer Science and Mathematics majors voted at the lowest rates on campus, showing us that there is room for improvement in establishing relationships with staff and faculty in these respective programs to work on strategies for increasing voter turnout.
- d. Currently, NSLVE data does not include demographic information of student voters at UNC (race and gender) and advocating for this information to be shared to NSLVE from the Registrar's Office will also help us better determine where to target voter initiatives on campus.

Initiatives for Fall 2022

In congruence to the goals and strategies outlined above, there are a few additional initiatives UNC is taking on for Fall 2022 that support our work in this Action Plan we wanted to outline:

Vote Friendly Partner Initiative: NCPIRG approached the Civic Engagement Working Group on wanting to establish a more thorough and intentional initiative on sharing voter information and reaching out to historically underrepresented student groups during election season. The Vote Friendly Partner initiative would be a commitment that students, faculty, staff, student organizations, departments, or university offices can sign on to and therefore pledge to three things: Distributing election information, having voter registration materials accessible/linked on social media or websites, and promoting civic engagement related events. After pledging to be a Vote Friendly Partner, the point person on the contact form will receive materials from the "communications bank" that is being established by the Civic Engagement Working Group, as well as a printed and digital placard that indicates the Vote Friendly Partner designation. As it related to student organizations specifically, the goal would be to incorporate "Vote Friendly Partner" as a tag in Heel Life, so that students can begin to search for Vote Friendly Partners in congruence with events on campus or wanting to get involved. The Vote Friendly Partner initiative also seeks to make information around elections and voter registration more accessible to underrepresented voters on campus, with intentions to prioritize outreach to student organizations that serve BIPOC populations, such as the Black Student Movement, Mi Pueblo, National Pan-Hellenic Council, Multicultural Greek Council, Muslim Student Association, Carolina Indian Center, Asian American Center, etc. Anyone can pledge to be a Vote Friendly Partner on the Carolina Votes website: <https://democracy.unc.edu/carolina-votes/>.

Alignment with National Civic Engagement Holidays: For Fall 2022, collaborative programming from the Promote Democracy Initiative and Civic Engagement Working Group will take place on the following National Civic Engagement Holidays:

- Voter Registration Day (September 20th)
 - Event: Large scale registration drive from 10am-2pm in The Pit
 - Collaborators: NCPIRG, Young People's Alliance, Campus Y, Carolina Center for Public Service, You Can Vote, Student Government
- Voter Education Week (October 3rd-7th)
 - October 5th: Civic Engagement Fair from 11am-2pm in The Pit
 - Event: Expo/Engagement Fair for students to gather a comprehensive perception on what civic engagement is and how they can be civically engaged at UNC and in Chapel Hill. The goal would be to incorporate campus and community partners that have civic

engagement and public service based opportunities for students to engage in. Voter registration will also be available!

- Collaborators: Town of Chapel Hill, Chapel Hill People's Academy, Off-Campus Student Relations, Student Life and Leadership, Campus Y, Carolina Center for Public Service, Student Government, civic engagement based student organizations, UNC School of Law, UNC School of Government, potential nonpartisan local organizations (You Can Vote, Democracy NC), etc.
- Vote Early Day (October 28th)
 - Event: March to the Polls, meet in The Pit from 8am-7pm and walk over to the Chapel of the Cross on Franklin Street to vote early in person.
 - Collaborators: Promote Democracy Initiative, Civic Engagement Working Group
- Election Day (November 8th)
 - Event: March to the Polls, meet in The Pit from 8am-7pm and walk over to the UNC Stone Center on campus to vote in person.
 - Collaborators: Promote Democracy Initiative, Civic Engagement Working Group

Continued Collaboration and Marketing with on-campus Voting Site: UNC is privileged to have the Stone Center on campus as a voting location on Election Day, and an Early Voting site off-campus but within walking distance. With the upcoming midterms, we hope to continue collaborating with the Stone Center as a Voting Site to create opportunities for students to volunteer as poll workers, establish on-campus signage that more thoroughly directs students to the Stone Center on Election Day, and potentially be utilized more frequently as a space where civic engagement related events take place on campus outside of election season.

Participation in the Voter Friendly Campus Designation Program (CVP): UNC was accepted into the 2023-2024 Voter Friendly Campus Designation cohort. The initiatives and goals outlined in this action plan will be driving factors in our goal to achieve VFC Designation. Our student, staff, and faculty leadership have been extremely excited about the resources available by being in the VFC Designation cohort and look forward to continuing to engage in the available webinars, and share those out with the people involved in meeting the goals outlined for VFC Designation.

Section VI: NSLVE

UNC Chapel Hill participates in NSLVE and the report is sent to ALL IN each year. The NSLVE can also be found here: <https://allinchallenge.org/campuses/university-of-north-carolina-at-chapel-hill-the/>.

Each year, the NSLVE report is initially sent to staff in Student Life and Leadership, as the primary contacts with ALL IN, and from there, the NSLVE Report is shared out to the Promote Democracy Initiative members, who continue to share out the report as deemed necessary. Typically, faculty/staff involved in the Promote Democracy Initiative that have closer proximity to Executive Leadership pass the NSLVE Report to Executive Leadership to review as well.

Section VII: REPORTING

The Action Plan will be used as both an internal document that guides the work of the UNC Chapel Hill as it relates to civic engagement and achieving the Promote Democracy objectives and goals outlined above. The Action Plan will continue to be circulated and discussed in depth with the Promote

Democracy Initiative group, the Civic Engagement Working Group, Student Affairs, and the Provost's Office.

Section IX: EVALUATION

Evaluating the Action Plan will be vital in determining the effectiveness of new efforts/initiatives being introduced this year. As a lot of focus is on voter registration and outreach, assessing attendance numbers will be a large part of this. Since most voter registration events are sponsored on campus by student organizations, tracking attendance through Heel Life will be the primary evaluation method for those events, and will be incorporated into the training student organizations go through around voter registration. Additionally, the Civic Engagement Working Group has established a centralized Qualtrics survey to be distributed to students, faculty, and staff, that host events related to civic engagement to track attendance and engagement.

Additionally, in moving towards creating centralized calendars and event timelines, gathering a comprehensive perception of what is happening around campus will be more easily tracked through the democracy.unc.edu website. The Promote Democracy Initiative presents an annual report to the Provost's and Chancellor's Office on work being done on campus to achieve the Promote Democracy Objectives, and centralizing data collection will be more important than ever as we begin to understand more about the future of the Promote Democracy Initiative on campus. Regardless, work towards voter access and education will continue due to the investment of the leadership team outlined above, even if that means reconsidering some priorities on where those efforts are focused.